

ISSUE

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# PARKERGRAM



## international

Wat Arun, the Temple of the Sun, is guarded by its battle-ready warrior gods. A report on this and other Temples of Bangkok appears on page eight.



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# EDITORIAL

When the Mayflower II nudged into Plymouth Harbor at Massachusetts a number of interesting conclusions could have been drawn. For one thing, it was apparent that Twentieth Century man still knew a thing or two about using rope and sail to master the trade winds. Perhaps more important were the wide implications to international understanding inherent in the Mayflower project.

There is an expansive stretch of water between England and America, and we have not always seen eye to eye (e.g. 1812), but here was a demonstration of the bonds that do exist between men of good will everywhere. Not only between Britannia and her former colony, but between all the peoples on this earth.

While adventures like the Mayflower's voyage serve to dramatize this broad kinship, there are other workaday ways to further understanding and friendship between nations. One of the most practical through the centuries has been trade.

Where the French have developed an unexcelled skill in the making of perfumes and wines, the Australians have done well with wollen. In Brazil it's coffee; in Switzerland, watches, and so on. To deny the consumer of the world these prizes through the establishment of heavily loaded tariffs is a crime against Nature's fine balance, an artifice better designed to serve the short range expediency than the nobler goals of humanity.

Kenneth Parker offers a possible solution for eliminating trade barriers and inhibiting tariffs: "Let the U. S. initiate bilateral treaties with as many foreign states as possible to reduce existing tariffs on both sides 20 per cent per year for five years. By providing a five-year period of transition, producers on either side can adjust (his) business to the new competition of important products and materials, and if necessary, gradually shift from the manufacture of one product to another."

He points out that manufacturers do this shifting continually to meet new inventions and new methods. Two men, or two nations, doing business in a mutually profitable way, he adds, do not tend to quarrel or go to war.

The Mayflower II and her wondrous journey across the sea is a symbol of the unlimited good that comes from understanding and friendship among men. Could we do other than urge all to follow its beacon?

## LETTERS

### "21" Excellence

I want to make the spontaneous comment that for three years I have been using a Parker "21" Standard pen which I bought in your store (Joyería y Relojería "Zurich"). This pen dropped from my hand and fell on its point in such a way that it bent it. However, I returned it to its normal state by simply straightening it out. It works fine. This is true guarantee of quality in that it is made patent by experience.

Humberto Méndez  
Utica, Colombia

(Letter sent to us by Mr. Pedro Zulzman, of Bogotá, D. E., Colombia.—EDITOR)

### Camera on Ball Point

I suggest that you watch for a Fawcett Book "Camera in Paris" . . . you'll note a tongue-in-cheek reference to Jotter. Wrote this . . . in protest to the vast amount of data contained in such a photo book, sure that it'd be deleted by my editor. When I saw it in the proofs I nearly died laughing. Editor thought it was part of my photographic equipment.

Simon Nathan  
Bronx, New York

### Proudest Pencil

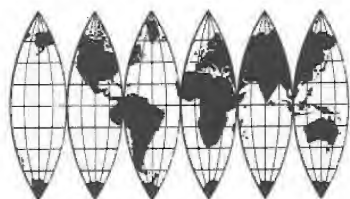
I wish to thank you for the wonderful job you have done with the Parker Liquid Lead Pencil. It is without a doubt, the best writing instrument I have ever used. I am an airline agent, and all flight forms are made with carbon and even on air freight bills, where six copies are required, the last one is every bit as sharp as the original.

Jess D. Beatty  
Jeffersonville, Indiana

### Fine Pen

I received today, from Mr. K. F. Dureau, the Parker 61 pen and pencil set . . . I feel sure there cannot be any difficulties now for me in filling a fountain pen. I look forward to using the pen and am honored in having the first set in Australia.

R. G. Menzies  
Canberra, Australia



## PARKERGRAM international

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15 Grosvenor Gardens  
London, S. W. 1. England*



*Norman Byford, Managing Director of  
the English company*

*Manufacturing facilities at Dover, England*



## PARKER PEN OF ENGLAND

On somewhat over 94,000 square miles of island territory amid frequent fogs and an annual rain fall of 41 inches live 50.3 million indomitable citizens of Great Britain.

And the same strong spirit which has inspired England to greatness over the centuries breathes energy into The Parker Pen Company Limited making it grow and prosper.

Parker Pen of England was established in London 33 years ago in a period when three or four British pen firms shared the market. So it was no easy task for an infant firm to launch a still infant product, the Parker Duofold, a bold orange pen priced far higher than the existing market.

But courage, together with confidence in a sizeable sales force and equally sizeable advertising budgets saw the company through its early years.

Until World War II, all pens sold by the English company were manufactured by The Parker Pen Company of Canada. But wartime trade restrictions forced establishment of manu-

facturing facilities at Newhaven. Later, another plant was set up beneath the white chalk cliffs of Dover, bringing total production space to 115,000 square feet.

Today, the Dover plant, which confines its activities to the manufacture of Quink, produces 14,000,000 bottles annually. Newhaven produces four full lines of writing instruments—the Parker 61, the Parker “51”, a modern version of the classic Parker Duofold, plus Parker “51” and Duofold ballpoints.

Under the capable direction of Norman Byford, vice president in charge of foreign operations and the English firm’s managing director, The Parker Pen Company, Ltd. accounts for 54 per cent of the gold nib pen business in Great Britain, according to a recent report by the British Board of Trade. The company, itself, estimates its share of the export gold nib pen market (i.e., Sterling areas) at 58 per cent.

This is the record of growth of Parker Pen of England. This is a record of challenge met.



# Gold Theme Displays

For the first time in the current era of Parker Pen history, a whole series of promotional counter cards and a new counter display have been created especially for the year-end gift giving season in all world markets. More than \$130,000 and many man-hours went into producing some of the most attractive and appealing display exhibits ever distributed by Parker Pen.

There are six cards in all. Five measure 8 by 10 inches and one is a huge 12 by 26 inches. Each employs a variation of the same

general design idea, executed in gold and white with full color reproductions of the Parker products they promote.

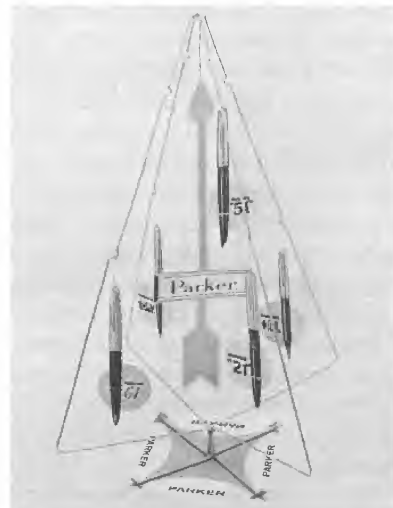
A golden wire tree hung with cardboard reproductions of Parker products provides an attention-getting display designed to harmonize with the richness of the new cards. Whether this new year-end material is used in windows or on counters, it is sure to attract customers to the "world's most wanted gifts"—Parker writing instruments. And it is sure to create sales.

► Early artwork on the new year-end display poster. In the finished card, product pictures will be somewhat larger.



◀ One of five showcards featuring individual products. Others will have the same background design and will feature the "51", "21" LL and Parker Ball Point.

► This prototype of the gold wire tree display gives an indication of what the end result will be. The finished tree will be very similar to this.





*Chr. Olsen, Copenhagen, Denmark*

## Window Art

The display window decorator's art, like other art forms, may employ reality or fantasy, depending upon the subject matter and the whim of the artist.

During the recent visit of Queen Elizabeth II to Denmark, the display above was prepared in the window of Chr. Olsen, Copenhagen. In rich red, white and gold colors and bordered by heavy blue draperies the window served two purposes. One to welcome the Queen and her Prince Consort and the other to proudly hail the fact that famous people the world over write with Parker "51" pens.

The decorator for La Maison du Porte-plume, Brussels decided fantasy was best to portray in a window dedicated to First Communion Day. He depicted youngsters in white billowy dresses flying like angels after floating pen gift boxes. Beneath them is a colorful array of fine fountain pens and pencils.

Not every pen merchant is able to prepare elaborate windows such as these. But their windows can be beautiful solely through using the materials prepared by Parker Pen artists. These talented men create posters and displays which, when used properly, can compare with the work of the finest decorators. And what is more, they are aimed at selling pens.

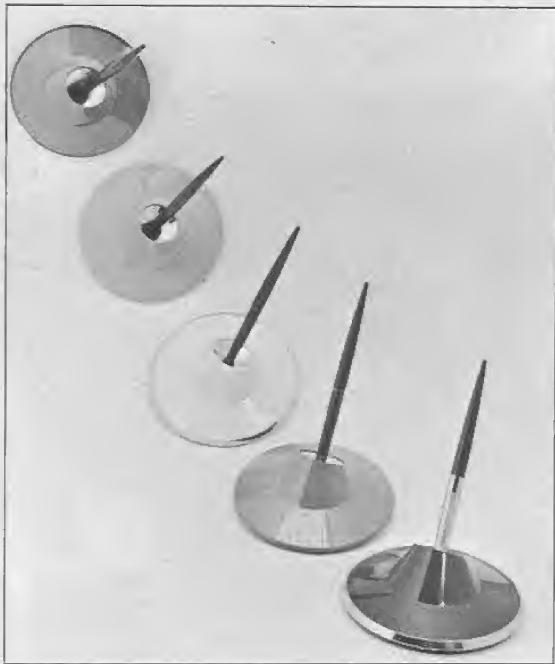
An excellent example of the use of Parker-prepared materials is seen in the window of the Libreria Universal in San Jose, Costa Rica. The department store is operated by Carlos Federspiel and Cia., S. A.

*La Maison du Porte-plume, Brussels, Belgium*



*Libreria Universal, San Jose, Costa Rica*





▲ Ideally suited for home or office, the new Parker Ball Point Desk Set now comes in five decorator colors as well as black. The bases are offered in Shell White, Ember Grey, Sandalwood Tan, Avocado Green and Terra Cotta. Desk pens for the bases are a perfect match for Ember Grey and provide interesting contrast with other colors.

▼ Mr. J. D. Lindell (right), chairman of the board of Penola Aktiebolag, of Helsingfors, Finland, the Parker distributor in Finland, paid a visit to Janesville early this year. Just recently, Mr. Alex Zimmerman (left) of Shriro (China) Limited, Parker distributor in Hong Kong, also stayed a few days at the company. Both found the Foreign Sales division's display materials showroom an interesting place to spend some time.



# WIDE WORLD



▲ While Parker's distributor in Cuba, Enrique de la Torriente Jr., was attending the 1956 Seebing, Florida, sports car races, he promised a Parker 61 pen to his friend Juan Manuel Fangio, world's champion driver, and his business manager, Marciello Giambertone. But they would have to visit him in Cuba in order to collect the prized pens, was a stipulation Mr. Torriente placed on his offer. So, when the racing pair visited Cuba this past April, they made a special point of seeing Mr. Torriente and a presentation was made for the camera. Mr. Torriente is in the center, with Fangio on the right and Ciambertone at left.



▼ Mr. Bent Olsen (right), Chr. Olsen, Copenhagen, Denmark, and Mr. Henry Germark (left), A/B Chr. Olsen, Stockholm Sweden, arrived in Janesville at the end of May for a one-week visit. They were just in time to attend the first Parker National Sales Meeting in 16 years and had the opportunity to meet and chat with the company's U.S. salesmen. They are shown here with Mr. Edward Boggs, Foreign Sales Manager.



▲ Clad in a warm wool sweater to keep out Canada's wintry February winds, Miss Marilyn Harrang was crowned queen of the Banff Winter Carnival. As a token of congratulations, the Parker "51" pen held in her hand was the gift of Parker Pen of Toronto.



◀ When the Mayflower II dropped anchor at Plymouth, Daniel Parker flew east to accept a chest of silver ink stands sent to him by Parker Pen of England. Commander Alan Villiers (right) made the presentation and is shown here with Mr. Parker and a permanent display of antique writing equipment which will remain aboard the vessel. This, too, was contributed by the English company.

▼ A completely new "21" fountain pen, the Super "21", has been introduced by Parker Pen. The Super "21" incorporates many of the features found only in higher priced pens — including the modern hooded point and precision ink feed and control. The pen also has a matching mechanical pencil.



▼ Sales promotion specialists within the Parker Pen organization have developed a brand new metal Quink sign designed specifically for outside use. Practically rust-proof, the sign shows the Quink bottle and carton and a Parker "51" pen in full color against a blue and yellow background. The edges of the sign are folded for safety and rigidity and each of the four corners are punched with a nail hole to facilitate installation.



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*Temple of the Emerald Buddha*

# TEMPLES OF BANGKOK

*The Marble Temple*



*Temple of the Sun*



Studding Bangkok's modern Rajdamnern Avenue are theaters, first-class hotels, government buildings and banks where, in the course of business, gold-capped Parker pens, like actors taking curtain calls, appear and disappear beneath the coats of Asian and Westerner alike.

At one end of this broad and busy thoroughfare is Thailand's House of Parliament; at the other, the Temple of the Emerald Buddha inside the compound of the Grand Palace. Wat Phra Kaeo, as it is called, is one of 300 temples in this Southeast Asia city of temples.

More than 80 years ago, before the reign of King Chulalongkorn, the people of Thailand were taught language and morality within temple walls by yellow-robed Buddhist monks who cloister there still. Vocational education was furnished by father instructing son and the art of writing flourished essentially in Court.

Today, with a modern school system established by Chulalongkorn, the magnificence of the temples of Bangkok serves only to inspire Thai people to worship and tourists to awe.

From the Chao Phyla River, the Temple of Dawn towers skyward and seems to be a collection of beautifully carved stone pinnacles inlaid with thousands of precious stones. But closer inspection reveals that the "needle" towers of the Temple are brickwork covered in diverse patterns with bits of colored porcelain.

In contrast to the Temple of Dawn is Wat Benjama Bobhit, the Marble Temple, constructed of choicest white Carrara marble, its roof covered with glittering yellow tiles and edged with gilt. This is considered the most beautiful of Bangkok's temples.

From here, on official government tours, visitors will proceed to the Indra Viharn Temple to view the huge standing Buddha which towers about 104 feet, and then on to Wat Po Temple, most extensive of all 300 in the city. Within the walls of Wat Po is the immense figure of the reclining buddha, over 163 feet in length.

Probably the most beautiful of the images of Buddha in Bangkok is the Emerald Buddha, Phra Kaeo, carved of solid, emerald-like translucent jasper. The image is about 31 inches high and rest upon a gold throne.

The Emerald Buddha was brought to Bangkok in 1782 after many wanderings from country to country in Southeast Asia. Its gold and jeweled garments are changed according to the season. The function of changing the dress for the hot season, rainy season and cold season is considered so important that it is the duty of the King or his deputation.

Wherever it is located, the Thai temple is an eloquent testimonial to the religious fervor and devotion of the Thai people. Even the humblest peasants will unselfishly combine their efforts to build a temple that is an artistic triumph in sharp contrast to their own modest dwellings.

